### What is claimed is:

- 1 1. A method of converting data objects, the method comprising,
- 2 employing a spatial paradigm to define hierarchical relationships between a
- 3 plurality of data objects based at least in part on said spatial paradigm, and
- 4 converting said plurality of data objects by locating each of said plurality of data
- 5 objects in a virtual space, based at least in part on said spatial paradigm, to provide said
- 6 plurality of data objects in a format adapted for substantially unrestricted searching by a
- 7 user.
- 1 2. The method of claim 1 further comprising employing a template related to said
- 2 spatial paradigm to define said hierarchical relationships between said plurality of data
- 3 objects, and performing said converting step based at least in part on said template.
- 1 3. The method of claim 1 further comprising defining an appearance for each of
- 2 said data objects in said plurality of data objects, said appearance containing a virtual
- 3 representation of one or more elements of said data objects arranged employing said
- 4 spatial paradigm.
- 1 4. The method of claim 3 further comprising employing vector graphics in defining
- 2 said virtual representation.

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- The method of claim 3 further comprising employing raster graphics in defining 1 5.
- 2 said virtual representation.
- 1 6. The method of claim 3 further comprising,
- generating for display from an adjustable viewing perspective of said user said 2
- appearance of a subset of said plurality of data objects, and 3
- enabling said user to navigate said data objects in a substantially unrestricted 4
- 5 fashion.
- The method of claim 1 further comprising storing said plurality of data objects in 1 7.
- 2 a second data source.
- The method of claim 7, wherein said second data source is said first data source, 1 8.
- 2 said step of storing further comprising,
- 3 deconstructing at least one prior hierarchical relationship between said plurality of
- 4 data objects, and
- 5 replacing said plurality of data objects with said converted format of said plurality
- 6 of data objects.
- 1 9. The method of claim 2 wherein the step of employing a template further
- 2 comprises employing a prior existing hierarchical relationship between said plurality of
- 3 data objects.

- The method of claim 1, wherein said step of defining said hierarchical 1 10.
- 2 relationship further comprises,
- comparing each of said plurality of data objects to a predetermined criterion, and 3
- establishing a hierarchical relationship between said plurality of data objects 4
- based in part on said comparison of each of said data objects to said predetermined 5
- 6 criterion.
- The method of claim 1 further comprising, in response to said plurality of data 1 11.
- 2 objects including an advertisement, defining a graphical representation of said
- advertisement in said virtual space, wherein selection of said graphical representation by 3
- 4 a user results in the display of graphical representations of data objects related to said
- 5 advertisement.
- 1 12. The method of claim 1 further comprising, in response to said plurality of data
- 2 objects including an advertisement, defining a graphical representation of said
- 3 advertisement in said virtual space, wherein said graphical representations of said data
- 4 objects can be displayed on a plurality of client devices.
- 1 13. A system of converting data objects, the system comprising,
- 2 a computing device adapted to employ a spatial paradigm to define hierarchical
- relationships between a plurality of data objects based at least in part on said spatial 3
- paradigm, and to convert said plurality of data objects by locating each of said plurality 4
- of data objects in a virtual space, based at least in part on said spatial paradigm, to 5

- 6 provide said plurality of data objects in a format adapted for substantially unrestricted
- 7 searching by a user.
- 1 14. The system of claim 13 further adapted to employ a template related to said
- 2 spatial paradigm to define said hierarchical relationships between said plurality of data
- 3 objects, and performing said converting step based at least in part on said template.
- 1 15. The system of claim 13 further adapted to define an appearance for each of said
- data objects in said plurality of data objects, said appearance containing a virtual
- 3 representation of one or more elements of said data objects arranged employing said
- 4 spatial paradigm.
- 1 16. The system of claim 15 further adapted to employ vector graphics in defining said
- 2 virtual representation.
- 1 17. The system of claim 15 further adapted to employ raster graphics in defining said
- 2 virtual representation.
- 1 18. The system of claim 15 further adapted to generate for display, from an adjustable
- 2 viewing perspective of said user, said appearance of a subset of said plurality of data
- 3 objects, and to enable said user to navigate said data objects in a substantially unrestricted
- 4 fashion.

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- 1 19. The system of claim 13 further adapted to store said plurality of data objects in a
- 2 second data source.
- 1 20. The system of claim 19, wherein said second data source is said first data source,
- 2 further adapted to deconstruct at least one prior hierarchical relationship between said
- 3 plurality of data objects, and to replace said plurality of data objects with said converted
- 4 format of said plurality of data objects.
- 1 21. The system of claim further adapted to employ a hierarchical relationship between
- 2 said plurality of data objects that exists in said first data source.
- 1 22. The system of claim 13 further adapted to define said hierarchical relationship
- 2 between said data objects.
- 1 23. The system of claim 22 further adapted to compare each of said plurality of data
- 2 objects to a predetermined criterion, and to establish a hierarchical relationship between
- 3 said plurality of data objects based in part on said comparison of each of said data objects
- 4 to said predetermined criterion.
- 1 24. A zoom enablement kit comprising,
- an extractor adapted to obtain data objects from a data source, and
- a stylizer in communication with said extractor and adapted to locate said data
- 4 objects in a virtual space.

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- 1 25. The zoom enablement kit of claim 24 further comprising
- a protocolizer in communication with said stylizer adapted to transmit said
- 3 located data objects to a client.
- 1 26. The zoom enablement kit of claim 24 wherein said stylizer is further adopted to
- 2 locate said data objects based in at least part on a template.
- 1 27. The zoom enablement kit of claim 26 wherein said template further comprises
- a spatial layout portion adapted to determine a virtual location for at least one of
- 3 said data objects, and
- a contents portion adapted to define an appearance of at least one of said data
- 5 objects.